

Marketing Communication

Introduction

Marketing Communication Program is an interdisciplinary major that combines theories and concepts of Communication Science and Public Relations. Marketing Communication Program has two concentrations, i.e. Corporate Communication and Brand Communication. Both concentrations emphasize developing communication skills using print, electronic and digital media, and the ability to design strategic communication plans for different target audiences. Corporate Communication focuses on designing strategic communication plans for corporate sustainability using various public relations tools, such as news releases and publications, social media, corporate events, corporate social responsibility activities, etc. Brand Communication focuses on designing a strategic plan for brand sustainability, such as existing and potential customers, media, industrial associations, government-related parties, etc.

All concentrations offer advanced ICT and a globally minded approach as the characteristic of BINUS UNIVERSITY. Not only our curriculum is up-to-date with industrial needs, but it also complies with the national standard of curriculum. Our curriculum consists of a three-year study on-campus, and a one-year enrichment program. During their four years of study, students will be able to acquire professional, as well as international experiences.

Vision

A world class Communication Study Program preparing students to become communication professionals with digital resiliency to foster and empower the society in building and serving the nation.

Mission

The mission of Communication Study Program is to build the nation and to contribute to global community development by providing world class education in the area of communication by means of:

1. Educating BINUSIAN to develop exemplary characters through holistic approach that meets global standards.
2. Resolving the nation's issues through high impact research.
3. Fostering BINUSIAN as lifelong learners through self-enrichment.
4. Empowering BINUSIAN to continuously improve society's quality of life.
5. Being the main driver to enrich the BINUS Higher Education system.

Program Objective

The objectives of the program are:

1. Educating students with data, technology, and humanity literacy to become competent professionals and entrepreneurs in the digital era;
2. Developing resilient character by integrating diversity, equality, and inclusion values into communication science to create sustainable future and society;
3. Creating a global mindset for students and lecturers through international experiences and partnerships to become global citizen.

Student Outcomes

After completing the study, graduates are:

1. Able to conduct social research using communication perspective;
2. Able to perform multi-channel communication;

3. Able to implement humanity value and professional ethics in communication practices;
4. Able to plan communication strategy for corporate sustainability;
5. Able to plan marketing communication strategy for brand sustainability;
6. Able to apply interdisciplinary knowledge and skills in developing alternative solutions for problem-solving.

Prospective Career of the Graduates

Marketing Communication Program offers extensive industrial fields with prospective careers such as Public Relations; Entrepreneur/Sociopreneur; Marketing Communication Specialist; Advertising Specialist; Content Creator; Investor Relations; Government Relations; Community Relations; Media Relations; Copy Writer; UX Writer; Brand/Corporate Spokesperson; Key Opinion Leader Specialist; Social Media Specialist; Digital Strategist; Media Planner; Market Forecaster; Brand Community Specialist; Market Researcher.

Curriculum

Marketing Communication Program consists of 146 credits, divided into 8 semesters. Our 3+1 curriculum provides three years of study on campus which will strengthen students' academic qualities. Meanwhile, the one-year enrichment program of professional/international experience will fortify students' soft skills. To ensure the quality of our graduates, we collaborate with various national and international industries, HEI, government and non-profit organizations through guest lecturing/sharing sessions/seminars, Global Learning System (GLS), joint projects, field trips, etc. Our teaching and learning process is also supported by a modern public relations laboratory and a television and radio broadcasting laboratory. All laboratories are available on Kemanggisian and Alam Sutera campuses.

Course Structure

Sem	Code	Course Name	SCU	Total
1	CHAR6013019	Character Building: <i>Pancasila</i>	2	20
	COMM6460019	Political Communication**	2	
	COMM6385019	Interpersonal Communication*	4	
	COMM6601019	Introduction to Communication Science	2	
	COMM6639019	Psychology of Communication*	2	
	COMM6602019	Writing Fundamentals	2	
	COMM6389019	Public Speaking*	4	
	COMM6383019	Philosophy and Ethics of Communication	2	
	Foreign Language Courses			
2	CHAR6014019	Character Building: <i>Kewarganegaraan</i>	2	20
	ENTR6509005	Entrepreneurship: Ideation	2	
	LANG6027019	Indonesian	2	
	STAT6204019	Statistics	2	
	COMM6603019	Organizational Communication and Professional Practice*&**	4	
	COMM6012019	Theory of Communication	4	
	COMM6099019	Intercultural Communication*	4	
	Foreign Language Courses			
3	CHAR6015019	Character Building: <i>Agama</i>	2	18
	ENTR6510005	Entrepreneurship: Prototyping	2	
	COMM6610019	Communication Research Methodology**	4	
	COMM6605019	Contemporary Content Production**	4	
	COMM6611019	Society and Digital Culture*&**	2	
	COMM6612019	Communication Data and Technology**	4	
	Foreign Language Courses			
4	COMM6626019	Business Research and Trend Forecasting*	2	22
	COMM6627019	Business Ethics & Sustainability*&**	2/2	
	COMM6628019	Communication Audit*	2	
	COMM6606019	Multimedia Storytelling	4	
	COMM6425019	Event Management	2	
	COMM6629019	Understanding Intergenerational Communication	2	
	COMM6424019	Media Campaign and Monitoring*&**	2/2	
	ENTR6511005	Entrepreneurship: Market Validation	2	
	Foreign Language Courses			
5	Stream: Corporate Communication			20
	COMM6630019	Crisis Communication*	2	
	COMM6631019	Public Affair*	2	
	COMM6632019	Writing for Corporate Communication*&**	2/2	
	COMM6541019	Digital Corporate Communication	2/2	
	COMM6633019	Corporate Sustainability*	4	
	COMM6607019	Strategic Corporate Communication*&**	4	

Sem	Code	Course Name	SCU	Total
	Stream: Brand Communication			
	COMM6634019	Environmental Issues and Brand Activism*	4	
	COMM6635019	Integrated Marketing Communication*	2	
	COMM6636019	Media Planning and Buying*	2	
	COMM6608019	Brand Sustainability Strategy*	4	
	COMM6637019	Brand Activation*&**	2/2	
	COMM6638019	Social Media Planning & Engagement**	2/2	
	Stream: Digital Media Communication****			
	COMM6574012	Production Planning	4	
	COMM6500012	Creativity for Media Communication	2	
	COMM6575012	Current Issues in Communication*&**	4	
	MDIA6054012	Creative Audio Visual	2	
	DSGN6801012	Motion Graphics	2	
	COMM6576012	Content Production	6	
	Stream: Digital Public Relations****			
	COMM6669018	Creative Advertising	2/2	
	COMM6670018	SEM and SEO Management**	4	
	COMM6671018	Global Branding Strategy*	4	
	COMM6672018	Digital Platform Strategies & Analytics**	4	
	COMM6673018	Event Management*	2/2	
	Minor Program			20
	Free Electives			20
	Multidisciplinary Stream			20
6	Stream: Corporate Communication			20
	Enrichment Program I		20	
	Stream: Brand Communication			
	Enrichment Program I		20	
	Minor Program/Free Electives/Multidisciplinary Stream/Mobility			
Enrichment Program I		20		
7	Stream: Corporate Communication			20
	Enrichment Program II		20	
	Stream: Brand Communication			
	Enrichment Program II		20	
	Minor Program/Free Electives/Multidisciplinary Stream/Mobility			
Enrichment Program II		20		
8	COMM6546019	Pre-Thesis	2	6
	COMM6547019	Thesis	4	
	COMM6597019	Thesis	6	
Total Credits 146 SCU				

*) This course is delivered in English

**) Global Learning System Course

****) Conducted for student mobility program in Binus @Malang

Multidisciplinary Stream/Minor/Free Electives:

-) For 5th Semester: Students are required to choose Cross Streaming or Minor Program or Free Electives. For Free Electives, students are required to choose from the list of Free Electives in Appendix.

Foreign Language Courses:

Students will take foreign language courses according to BINUS University English proficiency test results. See foreign language courses appendix for the details. Students must pass with a minimum Grade of C.

Appendix Foreign Language Courses

Foreign Language Courses		SCU
ENGL6253019	English for Frontrunners	0
ENGL6254019	English for Independent Users	0
ENGL6255019	English for Professionals	0
JAPN6190019	Basic Japanese Language*	0
CHIN6163019	Basic Chinese Language*	0

*) This course is optional for students

1. Students with Binus University English Proficiency Test score less than 437 are required to take English for Frontrunners and English for Independent Users.
2. Students with Binus University English Proficiency Test score less than 520 are required to take English for Independent Users and English for Professionals.
3. Students with Binus University English Proficiency Test score equal to or greater than 520 are required to take English for Professionals. Additionally, students may choose to take either Basic Japanese Language or Basic Chinese Language.
4. Students are required to pass the foreign language courses before they take enrichment.
5. Students can see the requirements to pass the foreign language courses at BINUSMAYA – Beelinguua.

Pre-thesis (2 SCU) & Thesis (4 SCU) can be taken in the 6th and/or 7th semester by the students who meet the requirements from the Study Program/Program

Minor Scheme

Minor Program	Semester 5
Minor @ Binus Kemanggisian	
Digital Ecosystem	v
Human Capital in Digital Workplace	v
Sustainable Development	v
Cross Cultural Communication	-
Interactive & Users Experience Design	v
Data Analytics	v
Robotic Process Automation	v
Minor @ Binus Alam Sutera	
Digital Transformation	v
Minor @ Binus Bekasi	
Virtual Services Experience	v
Culinary	v
Minor @ Binus Malang	
Digital Technopreneur	v
Minor @ Binus Bandung	
Designpreneur	v
Minor @ Binus Semarang	
Metaverse in Business	v

The minor programs can change anytime based on the trends of knowledge and industry each year. Students will receive information about the updated minor programs during the registration period.

1. Minor Program: Digital Ecosystem

Fundamental Courses

Course	SCU
COMP6683001 Introduction to Artificial Intelligence	2/2
ISYS6549003 Digital Innovation	4
COMP6937001 Current Trends in Technology	2
Total SCU	10

Supporting Courses

Course	SCU
COMM6501019 Narrative Development	4
DSGN6834007 Visual Identity	4
COMP6685001 Cyber Security for Business	2
Total SCU	10

2. Minor Program: Human Capital in Digital Workplace

Fundamental Courses

Course	SCU
PSYC6174027 Psychology in The Workplace	4
MGMT6349005 Digital Workplace Strategy	4
ISYS6551003 Digital Workplace and Technology	4
LAWS6157028 Legal Aspects in Digital Workplace	4
PSYC6175027 Human Resources Development	4
Total SCU	20

3. Minor Program: Sustainable Development

Fundamental Courses

Course	SCU
ISYE6154011 Sustainable Design and Manufacture	4
CPEN6217010 Digital for Sustainable Development	4
ARCH6119014 Introduction to Sustainable Development	2
Total SCU	10

Supporting Courses

Course	SCU
ISYE6155011 Occupational, Health, Safety, and Administration in Engineering	2
DSGN6835008 Engineering Material	4
CIVL6118013 Engineering Economic	4
Total SCU	10

4. Minor Program: Cross Cultural Communication

Fundamental Courses

Course	SCU
CHIN6132026 Chinese Conversation in Daily Activities	4
COMM6502019 Communication in Diversity	2
BUSS6170025 Asian Business Ethics	4
Total SCU	10

Supporting Courses

Course	SCU
CHIN6134026 Chinese Conversation in Business Communication	4
LAWS6158028 Private International Law	2
INTR6135029 Comparative Politics	4
Total SCU	10

5. Minor Program: Interactive & Users Experience Design

Fundamental Courses

Course	SCU
ISYS6553003 User-Centered Research and Evaluation	4
PSYC6176027 Psychology and User Experience	4
DSIN6003007 Fundamental of Interface Design	2
Total SCU	10

Supporting Courses

Course	SCU
ISYS6554003 Core Principles: Interactive Design	4
DSGN6837007 Digital Design Production	4
ISYS6556003 Information Architecture	2
Total SCU	10

6. Minor Program: Data Analytics

Fundamental Courses

Course	SCU
ISYS6680003 Introduction to Data Analytics	2
ISYS6681003 Data Management & Descriptive Analytics	4
STAT6198049 Statistical for Decision Making	4
Total SCU	10

Supporting Courses

Course	SCU
ISYS6682003 Application of Predictive Analytics to Business Data	4
ISYS6683003 Prescriptive Analytics and Optimization	4
MKTG6312005 Digitalization of Markets and Consumption	2
Total SCU	10

7. Minor Program: Robotic Process Automation

Fundamental Courses

Course	SCU
COMP6857001 Basic Programming for Automation	2
COMP6858001 RPA Concept & Design	2
ISYS6684003 RPA Developer Fundamental	4
ISYS6687003 Business Process Improvement	2
Total SCU	10

Supporting Courses

Course	SCU
ISYS6685003 RPA Developer Advance	4
ISYS6686003 RPA Business Analytics Fundamental	4
COMP6859001 Intelligence Automation	2
Total SCU	10

8. Minor Program: Digital Transformation

Fundamental Courses

Course	SCU
ISYS6559003 Business Models and Technology Innovation	4
ISYS6557003 Business Data Management	4
MGMT6484005 Digital Strategy	2
Total SCU	10

Supporting Courses

Course	SCU
ISYS6695003 Digital Marketing Analysis	4
STAT6200049 Practical Statistics for Digital Business	4
ISYS6560003 Success Factor for Leading Digital Transformation	2
Total SCU	10

9. Minor Program: Virtual Service Experience

Fundamental Courses

Course	SCU
ISYS6561003 Fundamental of Virtual Services	2
ACCT6350020 Virtual Financial Services	4
MGMT6354005 Virtual Operation and Supply Chain	4
Total SCU	10

Supporting Courses

Course	SCU
ISYS6562003 Virtual Market Place	4
HTMN6082021 Virtual Hospitality Management	4
ISYS6563003 Seminar on Virtual Services	2
Total SCU	10

10. Minor Program: Culinary

Fundamental Courses

Course	SCU
HTMN6108021 Food and Beverage Management	2
HTMN6008021 Kitchen Operation	4
HTMN6128021 Pastry and Bakery Operation	4
Total SCU	10

Supporting Courses

Course	SCU
HTMN6155021 Indonesian Cuisine	4
HTMN6125021 Restaurant Operation	4
HTMN6154021 Culinary Tourism	2
Total SCU	10

11. Minor Program: Digital Technopreneur

Fundamental Courses

Course	SCU
ENTR6528002 The Entrepreneurial Innovator	4
DSGN6839006 Interactive Design	4
COMM6504018 Digital Branding	2
ENTR6529002 Market Intelligence	2
COMP6687004 User Experience Design	4
DSGN6844023 Prototyping Digital Future	4
Total SCU	20

12. Minor Program: Designpreneur

Fundamental Courses

Course	SCU
ENTR6525032 Fundamental of Designpreneur	4
COMP6688031 UI/UX Development	4
DSGN6797034 Surface Packaging Design	4
ENTR6526032 Hospitality and Service Design	4
DSGN6843033 Project Design	4
Total SCU	20

13. Minor Program: Metaverse in Business

Fundamental Courses

Course		SCU
ISYS6777052	Business Model	2
COMP6889051	Virtual Reality	4
COMP6890051	Augmented reality	4
Total SCU		10

Supporting Courses

Course		SCU
ISYS6778052	Data Analytics	2
DSGN6981053	Design Thinking	4
DSGN6980053	Interface Design	4
Total SCU		10

Appendix: Free Electives (5th Semester)

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
1	Business Management	MGMT6400005	Supply Chain Strategy	2	5
2	Business Management	MGMT6459005	Retail Management	4	5
3	Business Management	MGMT6460005	Retail Supply Chain Management	2	5
4	Business Management	MKTG6324005	Retail Marketing Management	2	5
5	Business Management	MGMT6461005	Category Management	2	5
6	Management	MGMT6297005	Operations Management	4	5
7	Management	FINC6001005	Financial Management	4	5
8	Global Business Marketing	MKTG6321005	Marketing Data Analytics	4	5
9	Global Business Marketing	MKTG6322005	Sales and Customer Relationship Management	4	5
10	Global Business Marketing	MKTG6237005	Global Strategic Marketing : Asia Pasific Perspective	4	5
11	Global Business Marketing	MKTG6270005	Retail and Omni Channel	2	5
12	Global Business Marketing	MKTG6272005	Marketing Research	2/2	5
13	Global Business Marketing	MGMT6358005	Managing Business Information	2/2	5
14	International Business Management	MGMT6357005	Multinational Corporation Management	4	5
15	International Business Management	BUSS6223005	Trade in Asia	2	5
16	International Business Management	BUSS6224005	Special Topics in International Business	4	5
17	Computer Engineering	CPEN6232010	Cloud Technology Practice	2	5
18	Computer Engineering	CPEN6220010	Computer Networks & Information Security	4/1	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
19	Industrial Engineering	ISYE6067011	Global Supply Chain	2	5
20	Industrial Engineering	ISYE6165011	Supply Chain Risk & Negotiation	2	5
21	Industrial Engineering	MKTG6128011	Market Research	2	5
22	Industrial Engineering	ISYE6167011	Decision Support System	2	5
23	Industrial Engineering	ISYE6130011	Project Management	2	5
24	Industrial Engineering	ISYE6113011	Leadership & Organizational Behavior	2	5
25	Food Technology	FOOD6092015	Molecular Gastronomy	2	5
26	Food Technology	FOOD6074015	Food Processing Technology II	2	5
27	Food Technology	FOOD6076015	Food Fermentation Technology	2	5
28	Food Technology	FOOD6073015	Current Issues in Food Technology	2	5
29	Food Technology	CPEN6235015	IoT in Food Industry	2	5
30	Food Technology	FOOD6094015	Nutrition & Health	4	5
31	Architecture	ARCH6146014	Interior Architecture	4	5
32	Architecture	ARCH6129014	Urban Housing	4	5
33	Architecture	ARCH6136014	Tropical Architecture	4	5
34	Computer Science	COMP6800001	Human and Computer Interaction	2/2	5
35	Computer Science	COMP6144001	Web Programming	2	5
36	Computer Science	ISYS6197001	Business Application Development	2/2	5
37	Game Application and Technology	GAME6085001	Object Oriented Game Programming	2	5
38	Marketing Communication	COMM6633019	Corporate Sustainability	4	5
39	Marketing Communication	COMM6632019	Writing for Corporate Communication	2/2	5
40	Marketing Communication	COMM6541019	Digital Corporate Communication	2/2	5
41	Marketing Communication	COMM6635019	Integrated Marketing Communication	2	5
42	Marketing Communication	COMM6637019	Brand Activation	2/2	5
43	Marketing Communication	COMM6638019	Social Media Planning & Engagement	2/2	5
44	Tourism	TRSM6220022	Rural Tourism Entrepreneurship	4	5
45	Tourism	TRSM6222022	Climate Change & Tourism	2	5
46	Tourism	BUSS6137022	Tourism E-Business	4	5
47	Tourism	TRSM6140022	Tourism Law and Regulation	2	5
48	Tourism	ACCT6383022	Principles of Tourism Accounting and Finance	2	5
49	Tourism	MGMT6408022	Strategic Management for Tourism	2	5
50	Hotel Management	HTMN6146021	Food Safety Management	2	5
51	Hotel Management	HTMN6018021	Consumer Behavior in Hospitality	2	5
52	Hotel Management	HTMN6147021	Hospitality Management	4	5
53	Hotel Management	HTMN6001021	Introduction to Hospitality	4	5
54	Hotel Management	HTMN6123021	Hygiene and Safety for Hospitality	4	5
55	Hotel Management	HTMN6108021	Food and Beverage Management	2	5
56	Hotel Management	HTMN6131021	Catering Management	2	5

No	Course Owner Departement	Course Code	Course Name	SCU	Semester
57	Hotel Management	HTMN6132021	Gastronomy Study	2	5
58	Finance	FINC6189020	Introduction to Financial Market and Fin-Tech	2	5
59	Finance	FINC6010020	International Finance	2	5
60	Cyber Security	COMP6542001	Computer Security Fundamental	2	5
61	Data Science	DTSC6006001	Machine Learning	2/1	5
62	Mobile Application & Technology	MOBI6059001	Mobile Programming	2	5
63	Statistics	STAT6157049	Data Mining and Visualization	2	5
64	Information Systems	ISYS6196003	Business Analytics	2	5
65	Information Systems	ISYS6199003	Data & Text Mining	4	5
66	Information Systems	ISYS6202003	Social Informatics	4	5
67	Information Systems	ISYS6289003	Collaborative Computing	4	5
68	Information Systems	ISYS6402003	Business Analytics	2/2	5
69	Information Systems	ISYS8066003	Business Process Management	4	5
70	Business Information Technology	ISYS6579003	Knowledge-Based AI: Cognitive Systems	4	5
71	Animation	DSGN6689007	Concept Art & Production Design	2	5
72	Animation	DSGN6690007	Animation Storytelling	2	5
73	Creative Advertising	DSGN6661007	Photography	4	5
74	Film	FILM6059009	Global Cinema	4	5
75	New Media	DSGN6743007	Digital Graphic Reproduction	4	5
76	Interior Design	DSGN6612008	Design Trend	2	5
77	International Relations	INTR6151029	Regional Integration in Europe	2	5
78	International Relations	INTR6152029	Regional Integration in America	2	5
79	International Relations	INTR6153029	Regional Integration in East Asia	2	5
80	International Relations	INTR6137029	Indonesia in Perspectives	2	5
81	International Relations	INTR6178029	Introduction to International Political Economy	2	5
82	International Relations	INTR6179029	Introduction to Security Studies	2	5
83	International Relations	INTR6180029	Introduction to International Media	2	5
84	International Relations	INTR6142029	Diplomacy and International Politics	2/2	5
85	English Literature	ENGL6169024	English for Professionals	2	5
86	Business Law	LAWS6017028	Intellectual Property Rights	4	5
87	Business Law	LAWS6110028	Cyber Law	2	5
88	Business Law	LAWS6159028	Legal Aspect in Business	2	5
89	Business Law	LAWS6171028	Business Competition & Consumer Protection Law	2	5
90	Business Law	LAWS6181028	Industrial Relations & Alternative Dispute Resolution	2	5
91	Business Law	LAWS6176028	Tax Law	2	5
92	Psychology	PSYC6124027	Psychology of Early Childhood Education	4	5

No	Course Owner Department	Course Code	Course Name	SCU	Semester
93	Psychology	PSYC6125027	Psychology of Special Needs Education	4	5
94	Psychology	PSYC6130027	Human Performance Technology	4	5
95	Psychology	PSYC6145027	Urban Psychology	4	5
96	Psychology	PSYC6191027	E-Learning Psychology	4	5
97	Psychology	PSYC6215027	Leadership and Organizational Behaviour	4	5
98	Psychology	PSYC6138027	Lifespan Development	4	5
99	Primary Teacher Education	EDUC6063030	English for Academic Purposes	2	5

Enrichment Program I (6th Semester) & Enrichment Program II (7th Semester):

-) Student will take one of enrichment program tracks (off campus). See enrichment appendix for the tracks detail.

Enrichment Track Scheme

Track	Semester 6							Semester 7						
	IN	RS	EN	CD	SA	IS	etc	IN	RS	EN	CD	SA	FS	IS
1	v							v						
2	v								v					
3	v									v				
4	v										v			
5	v											v		
6		v						v						
7			v					v						
8				v				v						
9					v			v						
10							v	v						
11							v			v				
12	v												v	
13		v											v	
14			v										v	
15				v									v	
16					v								v	
17							v						v	
18						v		v						
19						v							v	
20	v													v

Note:

IN	: Certified Internship	SA	: Certified Study Abroad
RS	: Certified Research	IS	: Certified Specific Independent Study
EN	: Certified Entrepreneurship	FS	: Further Study
CD	: Certified Community Development	etc	: Study Program Special Purposes

Description:

Student will take one of enrichment program tracks

Certified Internship Track

Code	Course Name	SCU	Total	
Enrichment Program I				
Stream : Corporate Communication				
COMM6440019	Corporate Communication in Industrial Practices	8	20	
COMM6555019	Corporate Communication Strategy in Industry	8		
COMM6133019	EES in Industrial Practices	4		
Stream : Brand Communication				
COMM6442019	Brand Communication in Industrial Practices	8		
COMM6556019	Brand Communication Strategy in Industry	8		
COMM6133019	EES in Industrial Practices	4		
Minor Program/Free Electives/Multidisciplinary Stream/Mobility				
COMM6508019	Communication in Industrial Practices	8		
COMM6640019	Communication Planning in Industry	8		
COMM6133019	EES in Industrial Practices	4		
Enrichment Program II				
Stream : Corporate Communication				
COMM6444019	Corporate Communication in Professional Practices	8	20	
COMM6557019	Reputation Management in Industry	8		
COMM6136019	EES in Professional Practices	4		
Stream : Brand Communication				
COMM6445019	Brand Communication in Professional Practices	8		
COMM6558019	Managing Brand Reputation in Industry	8		
COMM6136019	EES in Professional Practices	4		
Minor Program/Free Electives/Multidisciplinary Stream/Mobility				
COMM6586019	Communication in Professional Practices	8		
COMM6641019	Communication in Business Practice	8		
COMM6136019	EES in Professional Practices	4		

Certified Entrepreneurship Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
ENTR6637019	New Venture Initiation in Communication Industry	8	20
ENTR6638019	Product Development Process in Communication Industry	8	
ENTR6184019	EES in New Communication Business	4	

Certified Research Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
RSCH6230019	Research Experience	8	20
RSCH6525019	Scientific Writing for Communication Research	8	
RSCH6138019	Global EES in Communication Research	4	

Certified Community Development Track

Code	Course Name	SCU	Total
Enrichment Program I/II			
CMDV6132019	Community Outreach Project Implementation	8	20
CMDV6307019	Community Outreach Project Design in Communication Context	8	
CMDV6058019	Employability and Entrepreneurial Skills in Communication Context	4	

Certified Study Abroad Track

Code	Course Name	SCU	Total
Elective courses list for study abroad*			
Enrichment Program I/II			
GLOB6005019	Elective Course for Study Abroad 1	4	20
GLOB6006019	Elective Course for Study Abroad 2	4	
GLOB6007019	Elective Course for Study Abroad 3	4	
GLOB6008019	Elective Course for Study Abroad 4	4	
GLOB6009019	Elective Course for Study Abroad 5	2	
GLOB6010019	Elective Course for Study Abroad 6	2	
GLOB6011019	Elective Course for Study Abroad 7	2	
GLOB6012019	Elective Course for Study Abroad 8	2	
GLOB6013019	Elective Course for Study Abroad 9	2	
GLOB6014019	Elective Course for Study Abroad 10	2	
GLOB6015019	Elective Course for Study Abroad 11	2	
GLOB6016019	Elective Course for Study Abroad 12	2	
GLOB6251019	Elective Course for Study Abroad 29	4	
GLOB6304019	Elective Course for Study Abroad 49	6	
GLOB6305019	Elective Course for Study Abroad 50	6	
GLOB6306019	Elective Course for Study Abroad 51	6	

*) Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.

Certified Specific Independent Study

Code	Course Name	SCU	Total
Elective courses list for certified specific independent study*			
Enrichment Program I/II			
CSIS6001019	Course Certification	3	20
CSIS6002019	Technical Skill Enrichment	4	
CSIS6003019	Industrial Project	9	
CSIS6004019	Soft Skill Enrichment	4	
CSIS6005019	Elective Course for Specific Independent Study 1	8	
CSIS6006019	Elective Course for Specific Independent Study 2	8	
CSIS6007019	Elective Course for Specific Independent Study 3	6	

Code	Course Name	SCU	Total
CSIS6008019	Elective Course for Specific Independent Study 4	6	
CSIS6009019	Elective Course for Specific Independent Study 5	6	
CSIS6010019	Elective Course for Specific Independent Study 6	5	
CSIS6011019	Elective Course for Specific Independent Study 7	5	
CSIS6012019	Elective Course for Specific Independent Study 8	5	
CSIS6013019	Elective Course for Specific Independent Study 9	5	
CSIS6014019	Elective Course for Specific Independent Study 10	4	
CSIS6015019	Elective Course for Specific Independent Study 11	4	
CSIS6016019	Elective Course for Specific Independent Study 12	4	
CSIS6017019	Elective Course for Specific Independent Study 13	4	
CSIS6018019	Elective Course for Specific Independent Study 14	4	
CSIS6019019	Elective Course for Specific Independent Study 15	3	
CSIS6020019	Elective Course for Specific Independent Study 16	3	
CSIS6021019	Elective Course for Specific Independent Study 17	3	
CSIS6022019	Elective Course for Specific Independent Study 18	3	
CSIS6023019	Elective Course for Specific Independent Study 19	3	
CSIS6024019	Elective Course for Specific Independent Study 20	3	
CSIS6025019	Elective Course for Specific Independent Study 21	2	
CSIS6026019	Elective Course for Specific Independent Study 22	2	
CSIS6027019	Elective Course for Specific Independent Study 23	2	
CSIS6028019	Elective Course for Specific Independent Study 24	2	
CSIS6029019	Elective Course for Specific Independent Study 25	2	
CSIS6030019	Elective Course for Specific Independent Study 26	2	
CSIS6031019	Elective Course for Specific Independent Study 27	2	
CSIS6032019	Elective Course for Specific Independent Study 28	2	
CSIS6033019	Elective Course for Specific Independent Study 29	1	
CSIS6034019	Elective Course for Specific Independent Study 30	1	
CSIS6035019	Elective Course for Specific Independent Study 31	1	
CSIS6036019	Elective Course for Specific Independent Study 32	1	

**) For students who take BINUS certified specific independent study courses, they should take the first 4 courses on the list above (20 credits). Meanwhile, electives courses 1 to 32 are transferred courses for students who take certified specific independent study outside BINUS University. Transferred courses will be transferred based on credit transfer policies on study program with total of 20 credits.*

Further Study Track

Code	Course Name	SCU	Total
Enrichment Program II			20
COMM6591019	Computer Mediated Communication	4	
COMM6596019	Public and Data Analytics	4	
COMM6592019	International Public Relations	4	
COMM6593019	Corporate Branding	4	
COMM6594019	E-Customer Relationship Management	4	

Student should pass all of these quality controlled courses as listed below:

No	Course Code	Course Name	Minimal Grade
1	CHAR6013019	Character Building: <i>Pancasila</i>	B
2	COMM6012019	Theory of Communication*	C
3	COMM6603019	Organizational Communication and Professional Practice*	C
4	COMM6610019	Communication Research Methodology	C
5	COMM6605019	Contemporary Content Production	C
6	COMM6606019	Multimedia Storytelling	C
7	ENTR6511005	Entrepreneurship: Market Validation	C
Streaming Course			
8	COMM6607019	Strategic Corporate Communication*	C
8	COMM6608019	Brand Sustainability Strategy*	C
Stream Mobility Course			
8	COMM6669018	Creative Advertising	C
9	COMM6672018	Digital Platform Strategies & Analytics	C
8	COMM6574012	Production Planning	C
9	COMM6576012	Content Production	C

*) Tutorial & Multipaper